

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders

Order / Rev: **706323**
 Alt Order #: **06277069**
 Product Desc: **60+ ASSOC(SENATE)**
 Estimate: **1910**
 Flight Dates: **08/18/12 - 08/19/12**
 Original Date / Rev: **08/14/12 / 08/14/12**
 Order Type: **Political**

WTLV-TV

Primary AE: **Jim Quinn**
 Sales Office: **T-PHI**
 Sales Region: **NAT**

Agency

Name: **Mentzer Media Services/ POL**
 Buying Contact: _____
 Billing Contact: _____
 Do Not Mail
 XX, XX XX

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **60 Plus Association**
 Demographic: **A50+**
 Product Codes: **IS-Issue/Non Ballot,IS-Candidate/US**
 Priority: **P-3**
 Revenue Codes: **AGY, GEN, POL**

New Business Thru: _____
 Order Separation: **00:15:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	2	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	2	\$1,000.00	\$850.00	0.00
Totals	2	\$1,000.00	\$850.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	8%	\$1,000.00
Market	100%	\$12,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	21%	\$2,625.00
WCWJ	0%	\$0.00
WJXT	58%	\$7,250.00
WJXX	8%	\$1,000.00
WTEV	5%	\$625.00

new

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/18/12	08/18/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$300.00		0.00			
E 2	WTLV	08/19/12	08/19/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$700.00		0.00			
													Totals	2	\$1,000.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTLV	Date: 8/17/12
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES			706 373	

Total Charges: \$ 1000 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11
Date

James J. Martin
Signature

703-807-2070
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title